

## **Historic, Archive Document**

Do not assume content reflects current  
scientific knowledge, policies, or practices.







# PRICE LIST 79-C

Fall 1942-Spring 1943

For pictures and further descriptions of camellias offered in this price-list,  
see illustrated catalogue No. 79 entitled



## FLORAL GEMS



## FROM CHINA

Extra copy of illustrated catalogue No. 79 postpaid for 10 cents in stamps or coin.

**SPECIAL NOTICE**--The prices named in this list cancels all previous lists and are subject to change without notice.

Longview, Brighton, Ala.

### LOT 6, ALBA PLENA, full double white.

"Except for the orchid, no other flower is so utterly artificial as an ALBA PLENA blossom. You have only to look at these waxen, glassy blossoms to know, or rather to imagine, that they are fabricated by man and not a product of nature."

ALBA PLENA flowers reach an ultimate of 4½ inches in diameter, under greenhouse culture, blooming as early as September, and continuing to April, on large, old plants, if one can manage to keep the plants "COOL" during winter months, Imported from China to England, 1792.

24-30" high, 6" pot, 6 Yr. old, branched, few flower buds	\$ 6.00
30-36" high, 6" pot, 6 Yr. old, branched, few flower buds	7.00
30-36" high, 7" pot, 7 Yr. old, branched, few flower buds	8.00
36-42" high, 7" pot, 7 Yr. old, branched, few flower buds	9.00
42-48" high, 7" pot, 7 Yr. old, branched, few flower buds	10.00
36-42" high, 8" pot, 8 Yr. old, well branched, flower buds	12.00
42-48" high, 8" pot, 8 Yr. old, well branched, flower buds	14.00
36" high, 10" pot, 10 Yr. old, Speciman, well budded	15.00

### LOT 41, CANDIDESSIMA, full double white

Illustrated and fully described, page 5, Catalogue No. 79.

We offer the free blooming strain, imported from China, to England in 1816.

Flowers 3 to 4 inches in diameter; often mistaken for LADY HUME BLUSH camellia, which it resembles in form and size.

A magnificent white camellia, which should be in every collection.

24-30" high, 7" pot, 7 Yr. old, well branched, many buds	5.00
30-36" high, 7" pot, 7 Yr. old, well branched, many buds	6.00
36-42" high, 8" pot, 8 Yr. old, well branched, many buds	8.00
36-42" high, 9" pot, 9 Yr. old, well branched, many buds	10.00

### LOT 72, NOBBLISSIMA, double peony white.

Illustrated and fully described page 5, Catalogue No. 79.

Flower 2½ to 3¼ inch diameter, blooms freely, November through February. Known in commerce since 1835. A popular white camellia, free from geometrical stiffness in form.

36-42" high, 9" pot, 10 Yr. old, branched, with many buds	\$ 5.00
42-48" high, 9" pot, 10 Yr. old, branched, with many buds	6.00

### LOT 28, PINK PERFECTION.

Illustrated and described, page 7, Catalogue No. 79.

For daintiness of color, perfection of form, the height of loveliness is reflected in the glorious wax-like flowers of this camellia.

Blossoms 2½ to 3½ inch across, blooms freely from October to March.

No collection of camellias is complete, without at least one plant of a PINK PERFECTION.

12-16" high, 5" pot, 3 Yr. old, slightly branched, no buds	\$ 1.00
16-20" high, 5" pot, 3 Yr. old, slightly branched, no buds	1.50
20-24" high, 5" pot, 3 Yr. old, slightly branched, few buds	2.00
16-20" high, 6" pot, 4 Yr. old, slightly branched, few buds	2.50
20-24" high, 6" pot, 4 Yr. old, slightly branched, few buds	3.00
20-24" high, 7" pot, 5 Yr. old, branched, few flower buds	2.50
20-24" high, 8" pot, 6 Yr. old, well branched and budded	5.00
24-30" high, 8" pot, 6 Yr. old, well branched and budded	6.00

### LOT 79, Double pink camellia, name unknown.

Illustrated and described, page 6, Catalogue No. 79.

An imbricated pink formal type flower, 3 to 3½ inches in diameter, somewhat variable in color range. A desirable flower for corsage or hair decoration. Bloom January to March.

Only 15 plants available.

24-30" high, 10" pot, 9 Yr. old, well branched and budded	\$ 6.00
30-36" high, 10" pot, 9 Yr. old, well branched and budded	7.00

### LOT 23,

### Full double, Imbricated variegated. Name Unknown.

Illustrated and described, page 8, Catalogue No. 79.

The exotic beauty of this unknown variety of camellia, with its wax-like variegated flowers 3 to 3½ inches in diameter, will appeal to flower lovers who admire geometrical formality and brilliancy in pink and white color variegations. Blooms freely from January to March.

18-24" high, 6" pot, 6 Yr. old, branched and budded	\$ 2.50
24-30" high, 7" pot, 6 Yr. old, branched and budded	4.00
30-36" high, 8" pot, 7 Yr. old, well branched and budded	5.00
30-36" high, 9" pot, 9 Yr. old, well branched and budded	6.00

### LOT 1, SARAH FROST, full double red.

Illustrated and described, page 9, Catalogue No. 79.

We offer the "true to name" strain of this old time American origination. Described about 95 years in an English publication in part:

"It is . . . a flower of good substance . . . one which retains both its form and colour for a long state of perfection."

Blossoms 3 to 3½ inches in diameter; blooms Christmas through February.

24-30" high, 8" pot, 7 Yr. old, well branched and budded	\$ 3.50
30-36" high, 8" pot, 7 Yr. old, well branched and budded	4.00
36-42" high, 9" pot, 9 Yr. old, well branched and budded	7.00

### LOT, 16, ANEMONEFLORA RUBRA.

### Double peony red.

Illustrated and described, page 9, Catalogue No. 79.

A free blooming Oriental red camellia, flowering from Christmas to March. Blossoms 3 to 3½ inches across. Tolerates wide winter fluctuation in temperature, opening buds in spite of sub-freezing weather.

30-36" high, 7" pot, 7 Yr. old, branched and budded	\$ 4.00
36-42" high, 7" pot, 7 Yr. old, branched and budded	5.00
36-42" high, 9" pot, 10 Yr. old, well branched and buds	7.00
42-48" high, 9" pot, 10 Yr. old, well branched and buds	8.00

### LOT 95,

### Semi-double to double, brilliant red. Name Unknown.

Illustrated and described, page 10, Catalogue No. 79.

24-30" high, 10" pot, 11 Yr. old, well branched and budded	\$ 4.50
30-36" high, 10" pot, 11 Yr. old, well branched and budded	5.00
36-42" high, 10" pot, 11 Yr. old, well branched and budded	6.00

Orders for matched pairs of this variety subjected to 10 percent discount.

### BLOOD OF CHINA, (very rare) Brilliant salmon-red

Illustrated and described fully in a special four page folder; copy sent on request. Also a page description in Catalogue No. 79.

Camellia BLOOD OF CHINA deserves the place of honor in your greenhouse or garden, because of its vibrant, magnificent beauty.

Like a Ruby, animated with reflected fire . . . the flowers of this rare camellia scintillates with brilliancy and regal beauty, which distinguished it as an extraordinary fine variety.

18-24" high, 5" pot, 4 Yr. old, slightly branched, no buds	\$ 7.50
24-30" high, 5" pot, 4 Yr. old, slightly branched, no buds	10.00
30-36" high, 5" pot, 4 Yr. old, slightly branched, no buds	12.50

Prices on above BLOOD OF CHINA Camellias includes transportation charges prepaid to any address in the United States, if remittance accompanies order.

We have a few heavily branched specimen BLOOD OF CHINA Camellias, in 8, 9, and 10 inch pots, 30 to 42 inches high, 8 to 10 years old, with flower buds. PRICED ON APPLICATION.

### LOT 54, MARQUISE D'EXETER, Bright double pink

Illustrated and described, page 12, Catalogue No. 79.

Flowers 3½ to 4 inches diameter, of captivating beauty.

A full double, blooming from late November to March, color varying from soft satiny salmon-rose pink, to shades of medium salmon-rose, occasionally marked with traces of white. A fine florists' cut flower variety, opening its buds with freedom.

30-36" high, 5" pot, 5 Yr. old, slightly branched, no buds	\$ 3.00
36-42" high, 5" pot, 5 Yr. old, slightly branched, no buds	3.50

In addition we can furnish about a dozen specimen plants of this fine variety, well branched and full of flower buds in the following sizes:

36" high, 8" pot, 8 Yr. old, well branched and budded	15.00
36-48" high, 10" pot, 10 Yr. old, well branched and budded	18.00

### LOT 25, MATHOTIANA ALBA, double white.

Illustrated and described, page 13, Catalogue No. 79.

There is an unmistakable air of distinction about this white camellia. Blossoms full four inches across, luxuriant, large foliage, and old plants never fail to set an abundance of flower buds. Blooms naturally January to May.

18-24" high, 5" pot, 4 Yr. old, slightly branched, no buds	\$ 2.00
24-30" high, 5" pot, 4 Yr. old, slightly branched, no buds	2.50
30-36" high, 6" pot, 6 Yr. old, slightly branched, few buds	3.00
30-36" high, 7" pot, 6 Yr. old, slightly branched, few buds	3.50
36-42" high, 7" pot, 6 Yr. old, slightly branched, few buds	4.00

Machines Humming Keep  
Enemies Running

He Who Naps Helps the Japs

Remember Pearl Harbor!



Battle Creek, Mich. March 19-1939

I have made so many new friends since growing LONGVIEW Camellias, it is quite remarkable that all thru life one makes the best friendships through the contacts flowers bring.

M. H. W.

Wilmington, N. C. Nov. 7-1939

I bought three Camellias from you and was very much pleased. Growing Camellias in pots seems to me the ideal way because there is not root pruning and set-back in transplanting.

Mrs. L. L. M.

East Bridgewater, Mass. April 21-1939

About 4 or 5 years ago we bought 12 Camellias from you. They have done very well. This year we picked seven hundred flowers from them which we wholesaled in New York City. P. & W.O.J.

Puyallup, Wash. April 6-1940

Camellias shipped me arrived in excellent condition. Many friends remarked about their good condition for having been shipped so far and for so little cost for express. I want to thank you for sending such fine plants.

E. D. M.



# FLORAL GEMS FROM CHINA

"LONGVIEW"

Robt. O. Rubel, Jr.,  
America's Leading Camellia Specialist

CRICHTON, ALA.

## LOT 117, WILLIAM PENN

deep blue-red with white blotches, peony form.

Illustrated and described, page 14, Catalogue No. 79.

A novelty among camellia flowers, 3½ to 4 inches diameter, with darkest blue-red and variegation or blotches of white.

Only a few plants left. These were grown in dense shade during summer of 1942 and failed to produce any flower buds, and have long, thin branches, with fine dark green foliage.

Several of the above plants have flower buds, and the first orders received will be filled with budded plants.

42-48" high, 8" pot, 10 Yr. old, branched, no buds .....	\$15.00
48-54" high, 8" pot, 10 Yr. old, branched, no buds .....	17.50
54-60" high, 10" pot, 10 Yr. old, branched, no buds .....	20.00

## LOT 66, C. M. HOVEY,

Bright crimson scarlet, full double.

Illustrated and described, page 15, Catalogue No. 79.

A Boston seedling origination of nearly a century ago, of outstanding merit. Full double (no stamens), very fine imbricated form, bright crimson scarlet; flowers 4 inches and larger. One of the few camellias receiving a GOLD MEDAL award from the Massachusetts Horticultural Society.

It is with regret we are unable to supply old, specimen plants full of buds this season. Camellia collectors and florists bought our entire stock of the large plants last season.

We offer some healthy 6 and 7 year old plants, and while they are described as not having flower buds, quite a few of these plants do carry one or more buds. First orders received will be filled with the budded plants.

24-30" high, 6" pot, 6 Yr. old, slightly branched, no buds .....	\$ 5.00
30-36" high, 6" pot, 6 Yr. old, slightly branched, no buds .....	6.00
36-42" high, 7" pot, 6 Yr. old, branched, no buds .....	10.00

## CAMELLIA MILDRED SEYDELL,

Illustrated and described, page 17, Catalogue No. 79.

Original plant of this sparkling gem of floriculture, is growing in the famous Bellingrath garden near Mobile.

Full double, ranuncula form, 3½ inches in diameter, deep pink shading to rose color, occasionally marked with white.

Never fails to set plenty of flower buds each season.

No other nursery offers this variety. Each plant we sell is tagged with a special embossed copper label, attached with a flexible genuine Monelmetal stranded wire, which assures you of getting a true to name camellia, unobtainable elsewhere.

Limited stock available.

24-30" high, 9" pot, 9 Yr. old, well branched, many buds .....	\$12.50
30-36" high, 10" pot, 9 Yr. old, well branched, many buds .....	\$15.00

## LOT 37, LADY HUME BLUSH

Illustrated and described, page 18, Catalogue No. 79.

This rare old variety, imported from China to England in 1806, still remains scarce in commerce, because of the difficulty of propagation.

As the name implies, it is a white, full double flower with a blush of pink tint of ethereal beauty. Blooms freely from November to March on old plants.

Only a dozen plants in 24-30" height available. Priced on application. A true connoisseur variety, high in price, but a real gem in beauty.

We also have a 7½ foot, well branched LADY HUME BLUSH camellia growing in a cypress box approximately 28 inches square. This plant now has about 400 or more flower buds.

Shipping weight about 800 pounds.

Offer subject to prior sale, F. O. B. Mobile, for \$300.00.

## LOT 116,

Double white, penciled with pink, name Unknown

Illustrated and described, page 19, Catalogue No. 79.

A rare camellia of exquisite loveliness. Very full double, imbricated, flowers 3½ inches and larger in diameter. Blooms from Christmas to March. A variety of eye-intriguing beauty for conservatory culture, and for corsage use.

24-30" high, 6" pot, 6 Yr. old, slightly branched, no buds .....	\$ 3.50
30-36" high, 6" pot, 6 Yr. old, slightly branched, no buds .....	4.00
30-36" high, 10" pot, 11 Yr. old, specimens, well budded .....	15.00

## LOT 15, PROF. CHARLES SPRAGUE SARGENT Peony red.

Illustrated and described, page 21, Catalogue No. 79.

A bomb peony form flower, 3 to 3½ inches in diameter, with vigorous constitution, tolerating sub-freezing weather with little or no injury to the flower buds. Tolerant to wide temperature changes under greenhouse culture. Greatly admired where ever it is grown.

30-36" high, 5" pot, 5 Yr. old, slightly branched, few buds .....	\$ 3.00
30-36" high, 7" pot, 7 Yr. old, well branched, and budded .....	7.00
30-36" high, 9" pot, 9 Yr. old, well branched and budded .....	8.00
36-42" high, 9" pot, 9 Yr. old, well branched and budded .....	9.00
42-48" high, 12" pot, 11 Yr. old, well branched and budded .....	10.00

Beaumont, Texas., Nov. 20, 1941.

Your Camellias arrived in good condition. You are too modest in your description. The number of buds was a pleasant surprise, especially on the Sarah Frost. W. P. W.

For full descriptions and many illustrations of the Camellias offered in this list, see our 28 page catalogue No. 79, price 10c, postpaid.

Mount Olive, N. C. Nov. 4, 1941.

Our Camellias bought from Long-view are doing wonderfully well.

Mrs. R. P. H.

## LOT 29, VARIEGATED, Name Unknown.

Illustrated and described, page 21, Catalogue No. 79.

A variable form with variegated flowers of dark red to deep rose pink, marked with white blotches. A worthwhile variety of exotic beauty; flowers of informal gracefulness, 3 to 3½ inches across. Blooms freely December to March in spite of wide temperature fluctuations.

30-36" high, 9" pot, 8 Yr. old, well branched and budded .....	\$ 5.00
36-42" high, 9" pot, 9 Yr. old, well branched and budded .....	6.00
42-48" high, 9" pot, 9 Yr. old, well branched and budded .....	7.00

## LOT 10, CHEERFUL.

Among cut flower growers of Camellias in the North, CHEERFUL is the accepted name for our Lot 10. A truly cheerful, full double, imbricated pink, with petals of wax-like texture and enchanting beauty. Flowers, 2½ to 3 inches across. Blooms very freely, December thru March setting numerous buds.

Catalogue descriptions as well as letters received from various growers of Camellias from the Pacific to the Atlantic coast, indicates at least four or five distinct varieties of Camellias sold by name of CHEERFUL. Some of these varieties are simple singles, others semi-doubles, double pink striped with white, one variety is described as double red, another a peony form red, and to add to this confusion, CHEERFULNESS is a catalogue name applied to a bright pink variety sold locally.

The faultless beauty and perfect outlines of Lot 10 Camellia makes it a valuable acquisition to the most select collection of finer varieties of Camellias and it should not be confused with inferior varieties sold elsewhere as CHEERFUL.

42-48" high, 9" pot, 9 Yr. old, well branched and budded .....	\$10.00
48-54" high, 9" pot, 9 Yr. old, well branched and budded .....	12.00
48-54" high, 9" pot, 11 Yr. old, well branched and budded .....	15.00

## LOT 13, VARIABILIS.

In 1929, we bought from New York a Camellia named GRANDIFLORA, which proved to be the same as grown here for a number of years as our Lot 13. In Florida and a few other southern nurseries this variety is offered as HORKAN, while in one section of Georgia, it is generally known as RENE CAMPBELL, the name of a negro cook (now dead) who owned a plant, and allowed nurserymen to propagate from it.

VARIABILIS is still another variety name under which this Camellia is often sold. Frankly, VARIABILIS represents the best descriptive name, because of its capricious habits of producing simple single flowers, semi-doubles, and rather full peony forms, all on the same plant.

Color and color markings are variable. White petals with pink stripes and blotches prevail, although occasionally solid pink as well as pure white flowers will be found on old specimen plants. Blooms freely November to March, tolerating wide temperature fluctuation, with flowers up to 4 inches in diameter. Desirable as a garden variety as well as conservatory plant.

Only 18 plants available.

36-42" high, 10" pot, 11 Yr. old, specimen, well budded .....	10.00
36-42" high, 12" pot, 12 Yr. old, heavily branched, budded .....	15.00

## LOT 19, Name Unknown.

So far as we know, this is a nameless orphan in the Camellia tribe. We are unwilling to christen it, and offer it "as is", by our Lot Number 19.

Semi-double, informal red, with individual flowers varying in color from bright clear red to deep crimson. There is a variation in number and arrangement of petals. Blooms 3 to 3½ inches in diameter, flowering December to March, tolerating our coldest winter weather. A variety recommended for either garden planting or to be grown in sunporch or greenhouse where the temperature is not under control.

30-36" high, 9" pot, 10 Yr. old, well branched and budded .....	\$ 4.00
36-42" high, 9" pot, 10 Yr. old, well branched and budded .....	5.00
42-48" high, 9" pot, 10 Yr. old, well branched and budded .....	6.00

## LOT 24, PSEUDO MRS. ABBY WILDER.

Just a word about Lot 24, the so-called fictitious named MRS. ABBY WILDER. That is, peony form. As a greenhouse variety, the flowers develop perfectly. Outdoors, buds and flowers are usually badly bruised causing the petals to be damaged and turn brown, if there is the slightest breeze. As a garden variety, we don't think it worth space, except as a broadleaf evergreen. For this reason we have not propagated this variety since 1928, and do not think it is a Camellia likely to excite much admiration.

We do have a few plants of the true MRS. ABBY WILDER, and incidentally the parent plant was sold by Mr. Wilder more than 90 years ago for \$500.00. Our stock is not for sale.

42-48" high, 8" pot, 7 Yr. old, branched, few buds .....	\$ 4.00
60-72" high, 14" tub, 14 Yr. old, specimens, well budded .....	12.50

## LOT 36, Name Unknown

An unnamed Camellia, a blossom of which was exhibited at a flower show suburban to Mobile and awarded a blue ribbon. Deep pink in color, simple single to semi-double in form, free blooming in spite of our coldest winter weather, we can recommend this variety for both conservatory culture and for outdoor garden planting in mild wintered sections. Flowers reach ultimate diameter of 4 inches of radiant color. Our stock is limited because we sold the parent plant to a South Carolina nursery.

36-42" high, 9" pot, 10 Yr. old, well branched and budded .....	\$ 5.00
42-48" high, 9" pot, 10 Yr. old, well branched and budded .....	6.00

## LOT 40, Name Unknown.

A full double satiny silk tint pink, with petals arranged in imbricated geometrical formality. A choice variety of outstanding merit. Blooms mid-season to late, with flowers 3 to 3½ inches in diameter. Limited stock available. A collector's item. worth many times the price we get for this rare variety.

42-48" high, 10" pot, 10 Yr. old, well branched and buds .....	\$25.00
48-52" high, 10" pot, 10 Yr. old, well branched and buds .....	30.00

Cleveland, Ohio, Dec. 8, 1941.

All the Camellias I purchased from you are doing beautifully. We picked 12 lovely blooms today, one Lot 9 over 5 inches. They fully recovered from the severe freeze of which I wrote you last spring. Mrs. R. E. B.

Brooklyn, N. Y., Dec. 1, 1941.

The Camellias arrived in good condition and look splendid. Have a few blooms already. Mrs. M. F. C.



# ORDER BY MAIL



## YOU CAN BUY WITH CONFIDENCE HERE

**"The Nation's Headquarters"**

### Rare and Fancy Camellias

**If your tires are rationed, Stamps are not.  
We will express our Camellias to any spot.**

The selection of fine Camellias does not require a lifetime study.

A few established precepts will guide both amateur and connoisseurs in making a wise selection.

It is a common practice among nurseries to base their selling prices of Camellias on the height of the plants, without considering the age, character of growth, or to mention whether the plant has flower buds.

Honest values of Camellias can not be judged by their height or size.

Insist on knowing the age of the plant; the character of bushiness, that is whether it is well branched; freedom of florescence; a full and true description of size, form and color values of individual blossoms.

Remember too, horticultural variety names of Camellias are as meaningless as "Japanese Promises."

Equally important, insist on knowing if the plants you are buying have flower buds NOW, and will bloom this season.

Buy from a specialist with assurance of getting the best varieties at a minimum cost. The name "LONGVIEW" has been closely related to America's finest pot grown Camellias for several decades.

**CAMELLIAS FROM "LONGVIEW" WILL SATISFY YOU.**

Los Angeles, Calif., Dec. 17, 1941.

Received the very choice Camellia plants you sent me and wish to thank you for selecting such beauties. They are the finest plants I have ever seen.

M. E. C.

Charlottesville, Va. Dec. 22-1941.

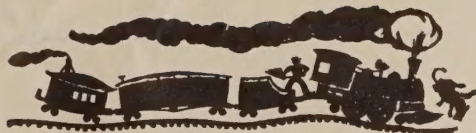
Received the seven Camellias and they look fine. The plants are healthy and I am delighted to see so many flower buds.

H. P.

Bellingham, Wash. June 9-1942.

We are thrilled and delighted with the beautiful Longview Camellia plants. They are almost without exception, larger than we had expected.

Mrs. C. M. E.



## WHEN ORDERING PLEASE CHECK

These Camellias will be grown in:

A greenhouse ..... ( )  
In pots or tubs ..... ( )  
Ground beds ..... ( )  
As ornamental garden plants .... ( )

We recommend shipment of Camellias via Express. Delivery to your door at 2nd class (low) rates. You can estimate the approximate weight of your order from the following approximate weights of different size pots.

4" pots, 3 year old plants.....	2 1/4 lbs. each
5" pots, 4 year old plants.....	4 lbs. each
6" pots, 5 year old plants.....	6 lbs. each
7" pots, 6 year old plants.....	10 lbs. each
8" pots, 7 and 8 year old plants.....	17 1/2 lbs. each
9" metal pots, 7 to 9 year old plants.....	19 lbs. each
9" clay pots, 7 to 9 year old plants.....	22 lbs. each
10" clay pots, 9 to 10 year old plants.....	28 lbs. each
12" clay pots, 10 to 11 year old plants.....	40 lbs. each

Add 20 to 25% for weight of crate

## "LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

Use opposite side of this page as an order blank.

*Buy*

## WAR BONDS

Make remittance payable to

## "LONGVIEW" CRICHTON, ALA.



Ship to Mr.  
Mrs..... Date..... 194....  
Miss Write Plainly or Print

Street, R. F. D. or Box No. ....

City..... State.....

Shipping Address..... Ship on or about.....

If Different From Mail Address

Ship by: ( ) Parcel Post ( ) Freight ( ) Express via.....R. R.

Name of party signing order.....**AMT. ENCL. \$**.....

In Whose Care the Plants May be Shipped      Mr., Mrs. or Miss

**SUBSTITUTION:** We never substitute varieties in filling orders without customer's permission. Often we are able to ship plants with more flower buds, character and larger size, without extra cost, if you grant permission. May we substitute? **YES OR NO**

**YES OR NO.....**

[illegible]

## IMPORTANT NOTICE ABOUT TAXES

If you live in a State or City where Sales, Use, Occupational, Compensation or Nuisance taxes are imposed, please add this to your order.

Should the Federal Government impose an Excise, Victory, War, or any other penalty on sales, remittance must also be included to take care of such tax at the rates imposed by law.



## FLORAL GEMS



## FROM CHINA

LOT 41, SHY BLOOMING STRAIN,  
CANDIDESSIMA.

There are two distinct strains of this variety, known in commerce. One is free blooming, as illustrated and described earlier in this catalogue. Halliday's PRACTICAL CAMELLIA CULTURE, published 1880, describes both strains, one of which is a shy-blooming variety. Among our no good, junk varieties, we have a few of these shy-blooming CANDIDESSIMA Camellias. The individual flowers of this variety, if and when it does set buds, are identical with those of the free blooming strain.

Naturally, we can't recommend you to buy this Camellia if you hope for floral inspiration. We happen to know of two nurseries in the South who are still selling the shy blooming strain of CANDIDESSIMA, so if you should buy this variety by name elsewhere, be sure to specify you want the free blooming strain, if you wish to avoid disappointment.

If you order, specify: "SHY BLOOMING STRAIN LOT 41."

Our embossed copper identification tag will not be put on any plants of this variety. Frankly, we don't think you would be justified in paying transportation charges on these camellias.

42-48" high, 9" pot, 12 Yr. old, specimen, no flower buds ..... \$ 3.00

## LOT 42, Name Unknown.

A Camellia frequently sold as SARAH FROST, LADY CAMPBELL, WILDERS ROSE as well as other counterfeit cognomens. We believe it is the well known old HENRI LA FAVRE, a popular variety of a century ago.

Regardless of the true name of this Camellia, its merit lies in its vigorous growth, free and early blooming qualities as a full double imbricated, ranuncula form flower.

Deep rose-pink flowers predominate, although bright red with white variegations are not uncommon. Blossoms  $2\frac{1}{2}$  to 3 inches across, blooming November thru February. A symmetrical, robust grower.

36-42" high, 9" pot, 9 Yr. old, well branched and budded ..... \$ 4.00  
42-48" high, 9" pot, 9 Yr. old, well branched and budded ..... 5.00

## LOT 44, PINK "IMPERFECTION."

(not PINK PERFECTION)

"If you've got money to throw to the wolf for rotten plants not worth a damn, Come buy a Camellia of this variety, and be a sucker, my little lamb."

—These lines were submitted by one of my correspondents.  
(not a customer, however.)

The name PINK IMPERFECTION, purely is a descriptive quality of its poor habit in failing to open the numerous flower buds. Now and then... if and when... a bud does unfold its petals, a beautiful flower is revealed.

Camellias like these should not be offered for sale. The plants we offer are ten years old, propagated from a vigorous growing specimen without knowing at that time of its poor blooming qualities. We have sold a number of these plants to individuals as well as nurseries who used them for understock on which they grafted better varieties.

Offered only as Camellias, without merit or hope that you will be rewarded with awe inspiring floral beauty. Thank goodness, we have only a few of these "junk" plants on hand. Please reread the four line verse, above, and be a sucker, if you send us your money.

42-48" high, 12" pot, 11 Yr. old, well branched and budded ..... \$ 3.00

## LOT 50, SNOW ON MOUNTAIN

This Camellia sasanqua, a Japanese species, has been illustrated in all of our previous catalogues.

Space does not permit showing a picture of the flower in this issue. It is a fragrant, pure white flower, 3 to 4 inches in diameter, with 40 to 170 petals and petaloids and golden anthered stamens.

Blooms freely October thru December. The dried foliage is distinctly aromatic and frequently is added to tea to increase the bouquet. In juvenile stage, the plants have a rampant, horizontal growth, but later develops to a compact specimen.

Washington, D. C., Nov. 24-1937.—The two Camellias arrived in top condition and one bloom on Lot 50 was still fragrant, affording me satisfaction and delight.—T.G.

24-30" high, 8" pot, 9 Yr. old, well branched and budded ..... \$ 3.50  
24-30" high, 9" pot, 9 Yr. old, well branched and budded ..... 4.00  
30-36" high, 9" pot, 9 Yr. old, well branched and budded ..... 5.00

The above plants were severely pruned back several years ago, and most of them are now as wide or have greater spread than their height.

## LOT 51

## Name Unknown

An anemone form red flower, with occasional blotch of white, similar in structure to CHANDLERII, as well as character of growth. Apparently a seedling from CHANDLERII, which it resembles. Horticultural variety name unknown. Flowers  $3\frac{1}{2}$  to 4 inches across, blooms freely, in January, February and March.

The description of this fine flower is entirely too brief.

It should have been illustrated in our catalogue, but our stock is limited and there was not space available to give you a picture with full description. We think it a worth while camellia of its color and form.

20-24" high, 8" pot, 9 Yr. old, wide spread branched, budded ..... \$ 4.00

## LOT 55, HARLEQUIN

Numerous nursery catalogues offer a Camellia under the name of HARLEQUIN, briefly described as: "A full double peony-formed flowers, variegated white and pink. Form and size of flowers resembling PROF. C. S. SARGENT."

We have grown the true HARLEQUIN as imported from France about 60 years ago, for the past 12 years. When we first read of HARLEQUIN being offered by a southern nurseryman as described above, we bought a few plants to see if he was selling true-to-name stock. When his plants flowered they proved to be identical with a variety he also catalogues as DUKE de ORLEANS.

The name, HARLEQUIN as you know, means, "to fool". But naturally you don't want to be fooled when buying named Camellias.

For beauty and perfection, for rare delicacy in color and color combinations, the true HARLEQUIN, in all its six or seven distinct varieties of flowers, produced on a single plant, represents a glorious Camellia, of marvelous beauty.

The colors range from pure white, shell pink, and softly tinted variegated types of pink and white, with compactly formed blossoms of countless petals of both full peony and rose form flowers.

To own a genuine HARLEQUIN is like possessing seven different distinct varieties of Camellias. It is a glinting jewel of floriculture, blooming freely in January, to March, with  $2\frac{1}{2}$  to 3 inch distinctly smart flowers... a reborn aristocrat in the mode today, admired by the ultra smart and fastidious Camellia lovers.

24-30" high, 8" pot, 8 Yr. old, branched, few buds ..... \$ 6.00  
42-48" high, 12" pot, 12 Yr. old, well branched and budded ..... 20.00  
48-54" high, 12" pot, 12 Yr. old, well branched and budded ..... 25.00

## LOT 58, Name Unknown

Perhaps we should not waste space in this catalogue offering a variety of Camellia we have not seen in flower. We bought the parent plant for an out of town customer from a southern garden without seeing the blooms. While the few plants we offer had buds last winter, the severe low temperature of 10 degrees above zero ruined the buds before they had a chance to open. For this reason, we have no idea whether this Camellia is even worth transportation charges. In character of growth, and a study of bud and petal structure it resembles CHANDLERII ELEGANS. We dare not commit ourselves further, and for this reason it is offered as a "cat in the bag", if you wish to take a chance on buying a Camellia of unknown value.

18-24" high, 6" pot, 6 Yr. old, branched and budded ..... \$ 1.50  
24-30" high, 7" pot, 7 Yr. old, branched and budded ..... 2.00  
24-30" high, 8" pot, 8 Yr. old, branched and budded ..... 2.50  
30-36" high, 9" pot, 9 Yr. old, branched and budded ..... 3.00

## LOT 61, TRICOLOR de SIEBOLDII

Positive identification of this variety, introduced from the Orient in 1929 and named after M. Siebold, has been established in many old horticultural books. Later it has been offered by one nurseryman as "QUARTET" because it often produces four distinct colors of flowers. On the Pacific coast it is known as VARIEGATA, and has also been offered as BELLE ROMANA.

The red flower with white blotches has been palmed off under dual names of DONKLAARII and WAKANOURA RED, while the white flowering sports of this noble variety is now being sold as LEUCANTHA. All of these new names add to the confusion of Camellia nomenclature.

The true TRICOLOR de SIEBOLDII has 15 to 17 petals, flowers  $3\frac{1}{2}$  to 4 inches in diameter, white predominating with rose pink stripes, of pink suffusion, solid red flowers with white blotches, and solid white flowers.

There is a simple single seedling of this variety also being marketed in this locality which produces small flowers of inferior quality.

TRICOLOR de SIEBOLDII is a worth while Camellia for garden planting or conservatory. Its freedom of flowering under adverse climatic conditions makes it a "must" variety for one who wishes to grow a fool proof Camellia. As a commercial cut flower, it does not have good keeping qualities, compared with the full double, imbricated varieties.

18-24" high, 5" pot, 4 Yr. old, slightly branched, no buds ..... \$ 2.50  
24-30" high, 5" pot, 4 Yr. old, slightly branched, few buds ..... 3.00  
30-36" high, 9" pot, 8 Yr. old, branched and budded ..... 6.00

## LOT 67, Name Unknown

This Camellia is often mistaken and sold for the variety SARAH FROST which it resembles, in form and color.

The plants now available have been poorly grown in unfertilized soil. While healthy, they will produce nice specimens when repotted or transplanted into more congenial fertile soil. Don't misunderstand our criticism of the plants we offer. They will make nice specimens and produce a wealth of flowers, but it was wisely said by the ancient Chinese:

"If man cheats the earth, the earth will cheat the plant." For several years, we neglected fertilizing this variety. We cheated the earth, and the plants show the evidence of malnutrition.

Considering the age, size and desirability of this formal type flower, which blooms freely January to March, these plants represent unusual values in Camellias.

Only 22 plants available.

42-48" high, 9" pot, 11 Yr. old, well branched and budded ..... \$ 6.00  
48-54" high, 9" pot, 13 Yr. old, well branched and budded ..... 8.00  
54-60" high, 9" pot, 13 Yr. old, well branched and budded ..... 9.00

FOR DEFENSE



BUY WAR BONDS!

Every time you buy a bond,  
You slap a Jap across the pond,  
And every time you slap a Jap,  
You know that you are not a sap.  
So buy your bonds, will you please,  
So everybody will be at ease.

Guy Starrett,

FOR DEFENSE



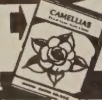
BUY  
UNITED  
STATES  
SAVINGS  
BONDS  
AND STAMPS

## Rare and Fancy CAMELLIAS

FOR FULL DESCRIPTIONS AND ILLUSTRATIONS OF MANY OF THE CAMELLIAS OFFERED IN THIS PRICE-LIST, CONSULT OUR LARGE, BEAUTIFUL CATALOGUE, ENTITLED "FLORAL GEMS FROM CHINA" NO. 79.

EXTRA COPY SENT PREPAID ON RECEIPT OF 10c STAMPS OR COIN.

"LONGVIEW" ROBT. O. RUBEL, Jr., Prop. Camellia Specialist CRICHTON, ALA.



Chicago, Ill., Nov. 12, 1941.

My sister at Beverly Hills, Calif., has quite a few California grown Camellias around her home and states that nothing she has compares with the ones she received from Longview. J. L. S.

Germantown, Phila. Pa. March 18-42

The Camellias I have brought from you are a great joy. Some my mother bought perhaps ten years ago are still blooming freely in the conservatory.

Mrs. R. E. B.

Kingsport, Tenn., Nov. 1, 1941.

Camellias arrived yesterday. They were so far superior to a lot I bought elsewhere that I cannot refrain from indulging in sending another order.

H. F. de G.

Tacoma, Wash., Jan 5, 1942.

Enclosed check for BLOOD OF CHINA Camellia. If it is as nice a plant as the other Camellias received from you and comes as beautifully packed, I will be more than satisfied.

J. H. B.



**PLEASE USE THIS ORDER BLANK**

Make remittance payable to

## "LONGVIEW" CRICHTON, ALA.



Ship to Mr. \_\_\_\_\_ Date \_\_\_\_\_ 194\_\_\_\_  
 Mrs. \_\_\_\_\_  
 Miss \_\_\_\_\_ Write Plainly or Print

Street, R. F. D. or Box No. ....

City..... State.....

Shipping Address..... Ship on or about.....

If Different From Mail Address

Ship by: ( ) Parcel Post ( ) Freight ( ) Express via.....R. R.

Name of party signing order.....AMT. ENCL. \$.....

In Whose Care the Plants May be Shipped      Mr., Mrs. or Miss

**SUBSTITUTION:** We never substitute varieties in filling orders without customer's permission. Often we are able to ship plants with more flower buds, character and larger size, without extra cost, if you grant permission. May we substitute? **YES OR NO** .....

[illegible]

## IMPORTANT NOTICE ABOUT TAXES

If you live in a State or City where Sales, Use, Occupational, Compensation or Nuisance taxes are imposed, please add this to your order.

Should the Federal Government impose an Excise, Victory, War, or any other penalty on sales, remittance must also be included to take care of such tax at the rates imposed by law.



# Camellias

## Floral Gems from China

*For People Who Enrich Life with Worthwhile Possessions*

"Longview" Crichton, Ala.



When you have grown these lovely Floral Gems from China you'll understand the secret of their magic charm.

### THE ENCYCLOPAEDIA BRITANICA records:

"It (Camellias) appears to have been cultivated by the Chinese from time immemorial, and all our earlier introductions were obtained from that country."

A short time before the unwarranted invasion of China, by those double-crossing unscrupulous, fanatical war lords of Nippon, one of our customers in China wrote:

"I have been around to several gardens. They, of course grow everything in pots. Camellias are a favourite flower with the Chinese, and even the elegant gentleman, who ordinarily would not soil his hands with anything like labor, will take care of a camellia plant."

Here in the United States, many of our customers are people internationally known. Their names appear in "Who's Who" and the Social Register. They are bankers, lawyers, doctors, captains of industry as well as high officials at Washington, who find new joys in personally looking after the culture of their "LONGVIEW" Camellias.

Centuries ago, the Chinese discovered the advantage of growing Camellias in pots. Today, when buying Camellias, you too will find pot grown camellias superior to plants grown in the field or ground beds at nurseries.

If you buy field grown Camellias, of blooming age, (5 to 7 years old), it usually requires two to three years care before they become re-established and produce perfect flowers. The reason is, Camellias resent the slightest injury to their roots. And it is impossible to dig a Camellia from the field without injuring the vital terminal feeding roots.

Remember too, the heavy ball of earth shipped with a field grown Camellia weighs 4 to 8 times as much as a pot grown plant of the same age.

Express charges alone on this excessive weight of useless dirt often exceeds the initial cost of the plant.

With pot grown Camellias you get the earth with ALL the roots undisturbed. Pot grown Camellias can be shipped safely any month of the year, at low express cost.



**GROWN**



### THIS IS AN HONEST PRICE LIST

Here is the only price list published in the United States, showing not only the size or height of each plant, size of pot, age of each plant, character of growth, but MOST IMPORTANT from your viewpoint, it tells you if the individual plants in the different sizes had flower buds at the time this list was published. Nothing is left to your imagination. There's no waiting two to five year for the first display of floral beauty when you buy budded pot grown camellias from "LONGVIEW".

Most of the plants offered in this list are old enough to bloom freely this winter, and every year to follow for many decades.

### ARE YOU LOOKING FOR CHEAP CAMELLIAS?



Rooted camellia cuttings sell at 5 to 30 cents each in wholesale quantities. One year old plants wholesale at 10 cents to several dollars each, depending on rarity of the individual variety.

When you buy these BABY camellias, they will need years of daily care before you can hope for the first crop of floral beauty.



Your ardor for growing young Camellias will be dampened when you have to wait 4 to 6 years before they bloom profusely.

Merced, Calif., Dec. 30, 1941.

Received two Camellias ordered from you in fine condition. I am indeed pleased and proud of these plants. R. K. P.

Indianola, Iowa.

My Camellias arrived in A-1 condition, not a leaf or bud broken. Thanks for making such a fine selection for me. S. E. S.

### BLOOMING SIZE CAMELLIAS ARE NOT EXPENSIVE

Florists have often paid us \$15.00 each for Camellia plants that produced \$25.00 to \$35.00 worth of flowers the first season. And each succeeding year, these same plants yield a larger and more profitable crop of flowers for the owner.

At the time this is being written, the finer corsage Camellia flowers are wholesaling at \$6.00 to \$9.00 a dozen according to trade paper reports.

During holidays, Camellia flowers often wholesale as high as \$18.00 a dozen.

A Camellia plant producing several dozen or more marketable flowers worth upward of \$9.00 a dozen wholesale, represents a valuable possession and a gilt edge investment for the florist.

Wherever fine Camellias are grown by the florists trade in the United States, "LONGVIEW" has been supplying the original plans from which many of these flowers are cut.

From the time a Camellia is propagated until it comes to the stage of commercial flower production, it requires about 2,500 days of cultural care. During these seven long years, the plant must be shifted to larger size pots, watered daily during summer months, often syringed and fed with fertilizer.

There is little of interest about a young Camellia plant to one who has the responsibility of its care. Only when it starts blooming in profusion, can profits from the sale of the flowers or breath-taking thrills from its floral beauty be realized.



### TIME FOR SALE

When you buy "LONGVIEW" budded, pot grown Camellias, you actually buy TIME. Time devoted to years of loving care bestowed on bringing these plants to flowering maturity.

The few dollars paid for a "finished" budded plant represents a permanent investment, one increasing in value each year as long as you live. A fine variety Camellia adds to your joy of living with quick profits to the florists, and there's no years of care and waiting for flowers of captivating beauty.

### NOTICE OF ADVANCE IN PRICES

Few changes have been made in our prices over last year's list.

In many instances you can buy plants one year older for less than they sold for last year.

We will be compelled to advance all prices in our next list to be issued about February 1, 1943.

Higher labor, materials and mounting taxes will necessitate an approximate advance of 25 percent over present prices.

Orders accepted from this price list, subject to stock being on hand. The right to advance price after February 1, 1942 without further notice, is reserved.

### DO YOU OBJECT TO HIGHER PRICES, ETC?

Don't condemn our government for shortage of things you have been used to having. . . to higher cost of living and rationing.

Just blame Adolph Schickelgruber, alias Adolph Hitler, and his epileptic ally Hirohito, the sacred and inviolable pig of Nippon, who when he became Emperor, chose as the name of his era, "SHOWA". Translated from the Japanese, it means to those diabolical, insincere rats who inhabit Scum Island: "The Emperor of peace made manifest."

Don't be mistaken. We love our enemies. We'd like to give the Japs half of the pacific. . . but let it be the bottom half, with a diving suit thrown in for Tojo to use inspecting his entire navy.

### BUY MORE AND MORE WAR BONDS. BUY THEM TODAY. Let's get this conflict over with.

In the meantime and for the balance of your life, to boost your morale, you will be engarrisoned against ennui if you grow "LONGVIEW" Camellias.

Trenton, Mich. April 19-1942.

Not long ago we bought five Camellias from you and I want to thank you for sending such nice plants. G. M.

"An empire established by oppression can not govern it long."

Old Chinese Proverb.



# TELESCOPE TO FIND HAPPINESS

If you grow "LONGVIEW" winter-flowering Camellias, their sparkling radiant beauty will boost your morale and bring you new joys and happiness.

When the buds of "LONGVIEW" Camellias unfold their petals and reveal their exotic beauty, the flowers will add immeasurably to your pleasure of living.

Life begins when you learn the beauty and fascination of these FLORAL GEMS FROM CHINA.

People of culture and prominence throughout the United States, who have grown Camellias, invariably assure us, "LONGVIEW" pot grown Camellias have brought them a more abundant life, new friendships, and a wealth of pleasure out of all proportion of their cost.



There is no government rationing restrictions, no priorities or allotment requirements needed to buy one plant or a car load.

There is no BLACKOUT of beauty with these joy-bringing, winter-flowering floral treasures of awe-inspiring perfection.

More important, Camellias produce their finest blossoms when grown in a "COOL" winter temperature. Shortage of fuel for heating your conservatory this winter, presents no cultural problem for these rare plants.

They thrive like natives when grown at 33 to 48 degrees temperature, tolerating up to 65 degrees, if the atmosphere is kept damp at all times.



When you have acquired your first Camellias, it is very much as though all Camellias have just been created, or if they had never existed before.

"Like the Lords mercies, they are new every morning and fresh every evening."

These plants will continue to hold your interest year after year, as they grow in size and increase in floral beauty for generations that follow.

# 'LONGVIEW'

ROBT. O. RUBEL, JR. CAMELLIA SPECIALIST

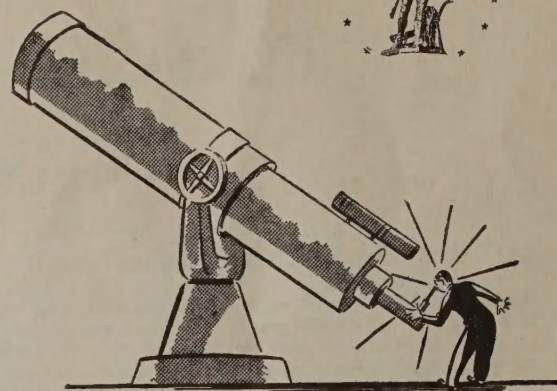
Contributed by a California grower  
of "LONGVIEW" Camellias.

"I have a garden full of bloom  
To make my heart feel glad;  
When all the world is full of gloom  
And I don't want to feel sad."

"To him who cultivates a Camellia belongs that infinite companionship which comes in the sharing of its amorous creation."

## Buy Defense Bonds - Stamps

Descriptive text of Camellias on inside pages copyrighted 1940, by Robt. O. Rubel, Jr.



**TODAY** there are **TWO GOOD INVESTMENTS**

First: BUY WAR BONDS to crush the "JAPANA-NAZI" and insure freedom from future barbaric oppressions.

Second: Invest in "LONGVIEW" Prize Winning, pot grown Camellias.

They will create a new and unflagging interest in your life.

The few dollars spent for a collection of "LONGVIEW" Camellias will prove an investment of enduring satisfaction.

When you have grown "LONGVIEW" Camellias, you'll have an incomparable sense of satisfaction. . . the knowledge you have obtained varieties having achieved recognition as the most beautiful sorts in commerce.

On the following pages, descriptions with prices of a few outstanding Camellias are now offered. This is not a complete list.

Buyers of "LONGVIEW" Camellias receive our illustrated catalogues and price lists complimentary when published. Extra copies mailed for ten cents in stamps or coin.

Until you have actually grown some "LONGVIEW" Camellias, and seen the faultless beauty, the diversified forms and colors of flowers, no one can tell you of the deep and intriguing allure of these FLORAL GEMS FROM CHINA.

May we suggest, your interests are best served when you buy from a nationally recognized specialist.

For more than 25 years, Camellias have been grown at "LONGVIEW". Our flowers have been awarded the highest honors where ever exhibited, and acclaimed to be the finest collection in the United States.

You can buy "LONGVIEW" Camellias by mail, with confidence. The fact many of our customers have resold their Camellias at 5 to 10 times more than they paid for them during the past 15 years is evidence these plants also proved to be a good financial investment.

CRICHTON, ALA.

EPITAPH

"Here lies a man who saved his all  
For a day when rain and snow  
would fall;  
He knew no pleasure, shared no game  
And died before the blizzard came."